(ii) which is against any of the objective principles, or provision of the Constitution of India;

(iii) which will tend to incite people to crime or to promote disorder, violence or breach of law;

(iv) which presents criminality as desirable or furnish details of crime or limitation thereof;

(v) which would adversely affect friendly relations with foreign States;

(vi) which exploits the national emblems, or any part of the Constitution, or the person or personality of a national leader or State Dignitary;

(vii) On cigarettes and tobacco products;

(viii) No advertisement shall be permitted the objects whereof are wholly or mainly of a religious or political nature; advertisements must not be directed towards any religious or political end or have any relation to any industrial dispute;

(ix) Advertisement for services concerned with the following are not acceptable: (a) Money lenders; (b) Chit Funds and saving schemes other than those conducted by nationalised or recognised banks; (c) Matrimonial agencies; (d) Unlicenced employment services; (e) Fortunetellers of Soothsayers etc.; and those with the claims of hyptonism would be excluded from advertising on T.V.;

(x) Betting tips and guide books etc. relating to horseracing or other games of chance shall not be accepted;

(xi) No advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special property or quality which is incapable of being established e.g. cure for baldness;

(xii) Scientific or statistical excerpts from technical literature etc. must be used only with a proper sense of responsibility to the ordinary viewer. Irrelevant data and scientific jargon must not be used to make claims appear to have a scientific basis they do not possess. Statistics of limited validity should not be presented in such a way as to make it appear that they are universally true;

(xiii) Advertisers or their agents must be prepared to produce evidence to substantiate any claims or illustrations;

(xiv) Advertisements should not contain disparaging reference to another product of service;

(xv) Imitation likely to mislead viewers even though it may not be of such a kind as to give room for legal action or be deemed as breach of copyright must be avoided;

(xvi) Visual and verbal representation of actual and comparative prices and costs must be accurate and should not mislead on account of undue emphasis or distortion;

(xvii) Testimonials must be genuine and must not be used in a manner likely to mislead the viewers. Advertisers or the agencies must be prepared to produce evidence in support of any testimonial and any claims it may contain.

3. In all other respects, the Director General, Doordarshan will be guided for purpose of commercial telecasting in Doordarshan by the code of Ethics for Advertising in India, as modified from time to time.

4. Notwithstanding anything contained herein, this Code is subject to such modifications|directions as may be made|issued by the Government of India from time to time.

चार्ल्स शोभराज के तिहाड़ जेल से भाग निकलने संबंधी समाचार का दूरदर्शन से प्रसारण

*80. **श्री लाल कृष्ण आडवाणी :**
श्री कैलाशपति मिश्र :

क्या सूचना और प्रसारण मंत्री यह बताने की कृपा करेंगे कि :

(क) क्या सरकार का ध्यान "नवभारत टाइम्स" के 1 अप्रैल के अंक में प्रकाशित इस

आशय के समाचार की ओर दिलाया गया है कि जेल से भागने के समाचार को दूरदर्शन के महानिदेशक के विशेष अनुदेशों के आधार पर जिन्हें एक सहायक महानिदेशक के माध्यम से पहुंचाया गया था, मध्याह्न पश्चात् 8.40 बजे और मध्याह्न पश्चात् 7.30 बजे के समाचार बुलेटिनों से निकाल दिया गया था; और क्या इस मामले में जांच का आदेश दिया गया है, यदि हां, तो उसका ब्यौरा क्या है ; और

(ख) इन ब्यौरों के आधार पर क्या कार्यवाही की गई है ?

सूचना और प्रसारण मंत्रालय के राज्य मंत्री (श्री वी. एन. गाडगिल) : (क) और (ख) दिल्ली पुलिस मुख्यालय से घटना के बारे में सूचना प्राप्त होने पर दिल्ली दूरदर्शन ने भागने के बारे में सूचना, भगोड़े कैदियों के फोटो तथा संगत पुलिस टेलीफोन नम्बरों से युक्त एक विशेष मद तैयार करने का निर्णय लिया । इस विशेष मद को रात 9.30 बजे के अंग्रेजी समाचारों से ठीक पहले राष्ट्रीय संजाल पर टेलीकास्ट किया गया था ।

इसके समाचारिक मूल्य को देखते हुए, इसे समाचार बुलेटिन में भी दोहराना वांछनीय होता । इस बारे में जांच की गई है तथा संबंधित अधिकारी को सरकार द्वारा उपयुक्त रूप से चेतावनी भी दे दी गई है ।

Setting up of soil research institute

370. SHRI R. SAMBASIVA RAO: Will the Minister of AGRICULTURE be pleased to state:

(a) whether Government propose to set up a soil research institute of agricultural economics during the current financial year; and

(b) if so, what are the details in this regard?

THE MINISTER OF STATE IN THE DEPARTMENT OF AGRICULTURE AND COOPERATION (SHRI YOGENDRA MAKWANA): (a) Yes, Sir. The Indian Council of Agricultural Research is setting up the India Institute of soil Science and not Soil Research Institute for Agricultural Economics during the current financial year.

(b) The Seventh Plan proposal of this Institute has recently been approved by the Project Implementation Committee of Department of Agricultural Research and Education for implementation with an outlay of Rs. 175.00 lakhs. It will be located at Bhopal as recommended by an Expert Committee. It is expected to start functioning during the current financial year.

Delay in Newsprint allocation Policy

371. DR R. K. PODDAR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether small newspapers have suffered for delay in formulating allocation policy of newsprint for the year 1985-86 by Government;

(b) what are the reasons for the delay in announcing the policy; and

(c) whether Government have received any representation in this regard, if so, the action taken thereon?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI V. N. GADGIL) (a) No, Sir.

(b) It has not been possible to finalise the Newsprint Allocation Policy as Government is trying to evolve a policy that will eliminate some of the existing lacunae in the distribution of newsprint. This is a complex matter needing thorough examination.

(c) A few representations requesting for early finalisation of the Policy have been received. All out efforts are being made to finalise the Policy as expeditiously as possible.